



ROBERT N. SHELTON  
CHIEF ADMINISTRATIVE OFFICER

June 3, 2014

**CAO'S OFFICE – CORPORATE COMMUNICATIONS  
INFORMATION REPORT 2014-07**

TO: Members of Council

COPY: Anita Moore, Commissioner of Corporate Services  
Rob Prentice, Commissioner of Development and Infrastructure Services  
Ian McDougall, Commissioner of Community Services  
Members of OLT

SUBJECT: Summary of Accomplishments via Media Releases (2010 – 2014)

ORIGIN: CAO

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**COMMENTS**

The purpose of this report is to provide information to Members of Council with respect to Town accomplishments and achievements as articulated through media releases between the time period of 2010 and 2014. This request originated from a Member of Council. Consistent with corporate policy CAO 1-01, this information is being provided to all Members of Council. As an Information Report it is also a report readily available to the public.

**2010 to 2014 Highlights**

**January 2010**

- Council approved the final conceptual design for the new Community Urban Space Project (CUSP) to bring a new urban park to the downtown core in Newmarket.

**February 2010**

- The Town of Newmarket and Newmarket Celebrates the Arts announced a new grant program to support Newmarket's established and inspiring artists, local groups and community organizations in a range of artistic disciplines.



- The Town officially launched its new corporate website.

### **March 2010**

- The Town of Newmarket's state-of-the-art Operations Centre won a 2009 Award of Excellence by Canadian Architect, the nation's leading design award for projects in their design stage.
- Newmarket launched a revitalization campaign Renew Newmarket at the 14<sup>th</sup> Annual Newmarket Home Show. Some of the projects included in Renew Newmarket included the Community Urban Space Project; the LEED Silver Operations Centre; the VivaNext rapid transit system; and Old Town Hall renovations.

### **May 2010**

- Central York Fire Services launched a new user-friendly website.
- Newmarket was named the 15<sup>th</sup> best place to live in Canada by MoneySense Magazine.
- The Dave Kerwin Trail, which stretches from Davis Drive to Newmarket's northern boundary, officially opened.
- The Town of Newmarket received a CH2M HILL Sustainable Community Award from the Federation of Canadian Municipalities (FCM) for the 34-lot subdivision of Leadership in Energy and Environmental Design (LEED) Platinum homes.

### **June 2010**

- The Town of Newmarket's 2008 Waste Diversion Ontario (WDO) rate of 57 per cent ranked Newmarket No. 1 out of all nine local area municipalities in York Region for waste diversion.
- The Town began a community satisfaction survey for residents to help gauge the levels of satisfaction of existing services.



- Inaugural Hall of Famers were inducted into the Newmarket Sports Hall of Fame. Hall of Famers included the 1933 Newmarket Redmen, Frank Hollingsworth, Kenneth John Sturegon, Jamie Macoun and Bobby Forhan.

### **September 2010**

- The Newmarket Operations Centre opened in the fall of 2010.
- A \$3,000 Southlake Cinemania Donation helped the Newmarket Public Library break barriers to early reading by supporting reading programs for children and newborns.

### **November 2010**

- The Newmarket Sports Hall of Fame opened.

### **January 2011**

- The 2010 Community Survey results indicated that 96 per cent of residents are satisfied living in Newmarket and nearly 80 per cent are satisfied with the services received from the Town.

### **March 2011**

- FCM's Green Municipal Fund committed \$2,300,000 for the Town of Newmarket's LEED® Silver Operations Centre.

### **April 2011**

- Newmarket was ranked the 24<sup>th</sup> best place to live in Canada by MoneySense Magazine.
- The Newmarket Lions Club was named as the official sponsor of the Newmarket Community Centre.
- The 2<sup>nd</sup> Annual York Region Multimedia film festival kicked off in Newmarket, helping to expand artistic and cultural opportunities in the community.



### **May 2011**

- \$31,000 was raised at the 3<sup>rd</sup> Annual Newmarket Celebrates the Arts Gala held at Pickering College.

### **June 2011**

- Newmarket started the Try the Tri Triathlon event for participants 3 years old and up. The event is designed to offer participants the opportunity to experience the sport of Triathlon in a non-competitive environment, promoting an active and healthy lifestyle.
- The Newmarket Environmental Advisory Committee (NEAC) distributed the first ever Ian Gray Environment Award to a group of students from Mazo de la Roche Public School as part of the NEAC Environmental School initiative.

### **July 2011**

- Enbridge Gas Distribution, the Fire Marshal's Public Fire Safety Council and Central York Fire Services delivered more than 225 combination smoke and carbon monoxide alarms to homes in the Central York service area through Project Zero.

### **September 2011**

- The Town hosted its first ever dog festival New'bark'et.
- Newmarket Riverwalk Commons, Newmarket's downtown urban park was unveiled to residents.

### **October 2011**

- The Town planted 800 trees in the fall as part of Newmarket's Official Plan, which aimed to increase the tree cover of the Town from 9 per cent to 12 per cent. Tree preservation initiatives included a street tree program, bylaws for the protection of woodlots, and a Tree Preservation, Protection, Replacement and Enhancement Policy.



### **December 2011**

- Aurora, East Gwillimbury, Georgina, King, Newmarket and Whitchurch-Stouffville – the northern six municipalities of York Region –joined forces to save \$750,000 in insurance premiums over the following 12 months.

### **February 2012**

- The Town rezoned Halton Recycling Ltd. Lands to allow for mixed employment uses such as office, light manufacturing, hotel and retail.

### **March 2012**

- Council approved the Old Town Hall design and budget for the restoration of the historic Old Town Hall in a joint partnership between Federal, Provincial and Municipal governments.
- Newmarket was named the 13<sup>th</sup> best place to live in Canada by MoneySense Magazine.

### **July 2012**

- The Town hosted its inaugural Summer Safety Day with the Ontario Safety League to promote cycling, driving and water safety throughout Town.

### **August 2012**

- The York Region Food Network's Newmarket Community Garden opened at the Magna Centre. The Garden is home to 85 individual plots for organizations and individuals to grow fruits and vegetables to share with family, friend and the Newmarket Food Pantry.

### **September 2012**

- Council passed the Strategic Priorities for the Community, with a focus on Economic Sustainability, Community Engagement & Transparency, and Parks, Recreation and the Environment.



- The Town undertook the 2013 budget consultation process by launching a new, interactive online budgeting tool for residents to voice how they would like to see their tax dollars invested. The budget tool was used at community events such as the Farmers' Market and at Public Meetings.

### **October 2012**

- The Town launched its first interactive cultural map which identifies and locates various cultural assets specific to arts and culture within Newmarket.
- A business delegation to Finland created more than 30 potential partnerships and business opportunities between the Town of Newmarket and Finland. Members from the Town of Newmarket, Southlake Regional Health Centre, York University, York Region and various members of Newmarket's business community visited Finland to identify economic development opportunities.

### **November 2012**

- Emterra Group contributed \$50,000 to the Town to plant trees and create environmentally themed public art.

### **January 2013**

- Newmarket worked with the Newmarket Accessibility Advisory Committee to launch an accessible on-demand taxi survey to determine the desirability of for accessible taxis in the community.
- Newmarket launched the 'my-waste'<sup>™</sup> mobile app for residents to use the app for looking up collection schedules, reporting problems such as graffiti and determining "what goes where" when it comes to waste and recycling.
- The Town began the final phase of its enhanced water maintenance program.



### **February 2013**

- The Newmarket Operations Centre received a Governor General's architecture award for architectural excellence, functional efficiency and commitment to sustainability.

### **March 2013**

- Newmarket was named the 10<sup>th</sup> best place to live in Canada by MoneySense magazine and the 4<sup>th</sup> best small town in the nation. The ranking marked the fourth consecutive year that Newmarket was ranked in the top 25 communities in the country by the magazine.

### **May 2013**

- The Town, in partnership with Strathcona Solar Initiatives, began installation of solar panels at various facilities including Gorman Pool, Fire Station 4-1 (Gorham Street), Fire Station 4-2 (McCaffrey Road), Newmarket Seniors' Meeting Place, the Newmarket Community Centre & Lions Hall and the Newmarket Operations Centre.
- The Town unveiled ten totems along the Tom Taylor Trail. The totems serve as both public art and kilometre trail markers for residents to enjoy as they navigate throughout the trail system.

### **July 2013**

- CYFS launched its door-to-door Stay Fire Smart campaign to promote the importance of smoke alarms and home escape plans in Newmarket and Aurora.
- The Town reached out to residents with an Accessory Dwelling Unit (ADU) registration information campaign after an amended ADU by-law was passed which requires all residences with an ADU to register their unit through a one-time application process.

### **October 2013**

- Council has approved a plan for the Town to move forward with phase two of an energy savings program that is estimated to save millions of dollars over 15



years and reduce greenhouse gas emissions by more than 800 metric tons per year.

### **November 2013**

- Google Canada announced that Newmarket was one of five communities across Canada to be awarded the 2013 Google eTown Award. The award celebrates towns cities whose businesses are leading the way in embracing the opportunities of the internet and are investing in online tools and resources to find new customers and grow their businesses to succeed in an increasingly connected world.
- After working with the Bully Free Alliance of York Region, The Town proclaimed November 17 to 23 Bullying Awareness Week.

### **December 2013**

- The Town of Newmarket began to offer free Wi-Fi at the Municipal Offices (395 Mulock Drive) and the Magna Centre (800 Mulock Drive) as part of a phase one trial program.

### **January 2014**

- Newmarket received the Smart Commute Gold workplace designation for 2014 for showing dedication and commitment to supporting and promoting sustainable travel options.

### **February 2014**

- The Town hosted its first heritage walking restaurant tour Savour Downtown, which promoted culture, heritage and local business in downtown Newmarket.





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**CONTACT**

For more information on this report contact Wanda Bennett, Director of Corporate Communications at [wbennett@newmarket.ca](mailto:wbennett@newmarket.ca) or extension 2041.

A handwritten signature in black ink, appearing to read "Bob Shelton", written over a horizontal line.

Bob Shelton  
Chief Administrative Officer

for